

Fig. 1

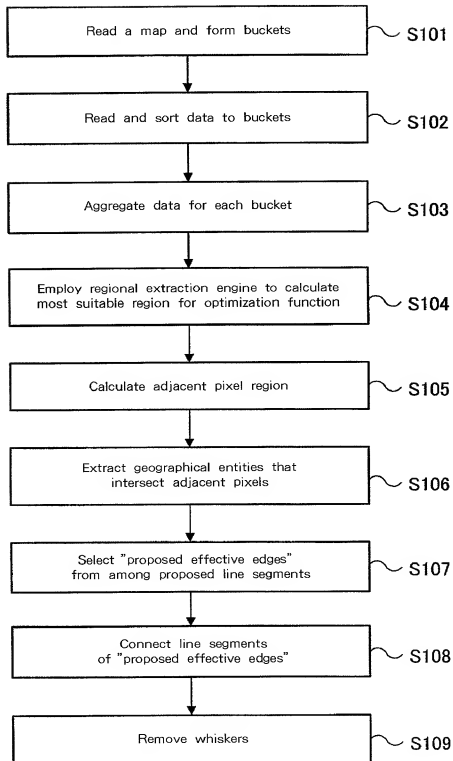


Fig. 2

(a) Customer database for specific department store

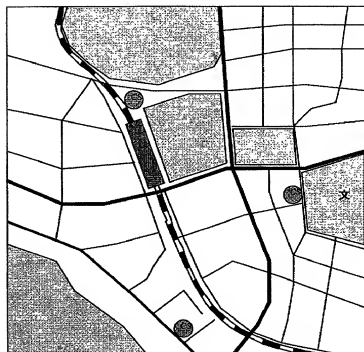
Customer ID	Name	Address X , Y	Sales value	Annual income
101	ichiro	100 , 150	126,800	5,000,000
102	jiro	220 , 180	198,000	7,000,000
103	saburo	420 , 500	15,000	5,800,000
⋮	⋮	⋮	⋮	⋮

(b) Limitation, objective function for optimization of region

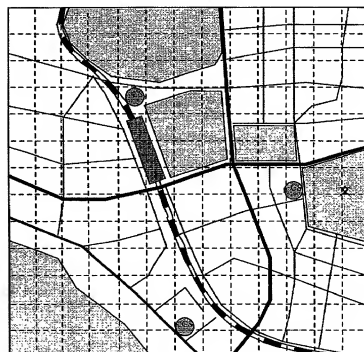
Limitation :	Objective function :
Maximum grid count	Sum of sales value
Minimum customer count	Average annual income

Fig. 3

09640333.042304



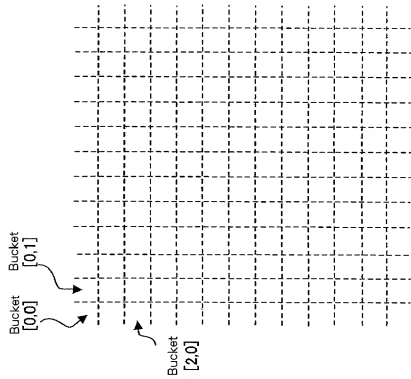
(a) Map



(b) Map buckets

Fig. 4

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Bucket	Customer count (record count)	Sum of annual incomes
[0 , 0]	297	463020900
[0 , 1]	302	528181000
...		
[2 , 0]	159	201193400
...		

Fig. 5

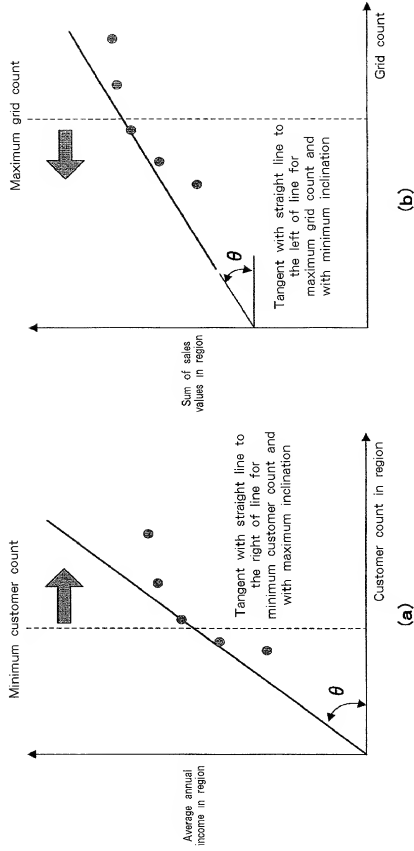


Fig. 6

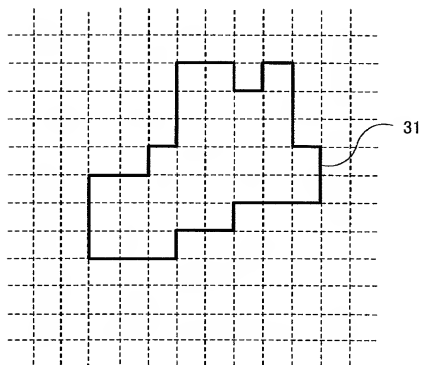


Fig. 7

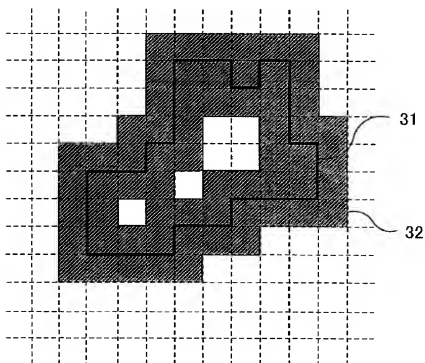


Fig. 8

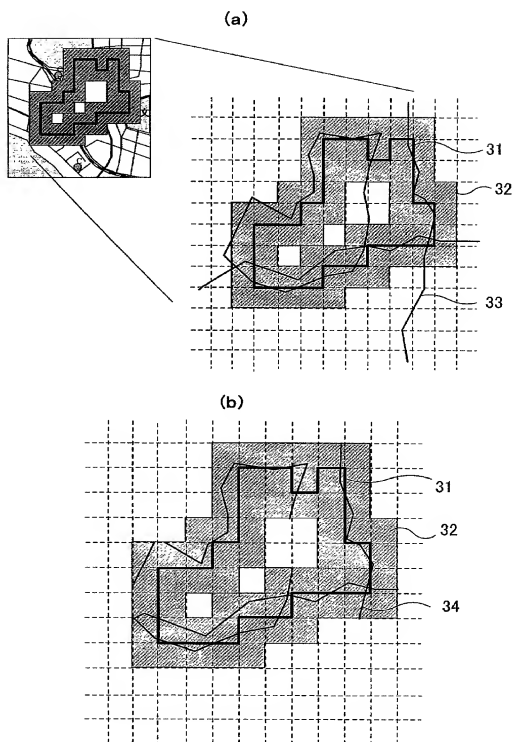


Fig. 9

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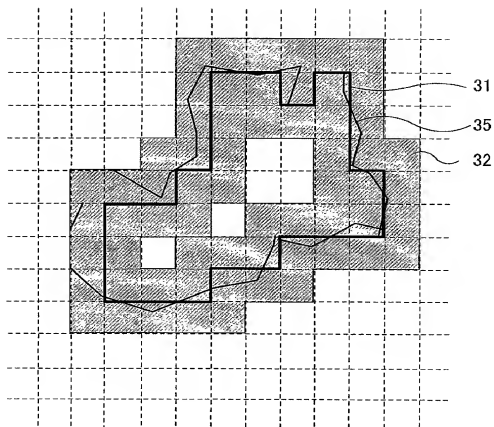


Fig. 10

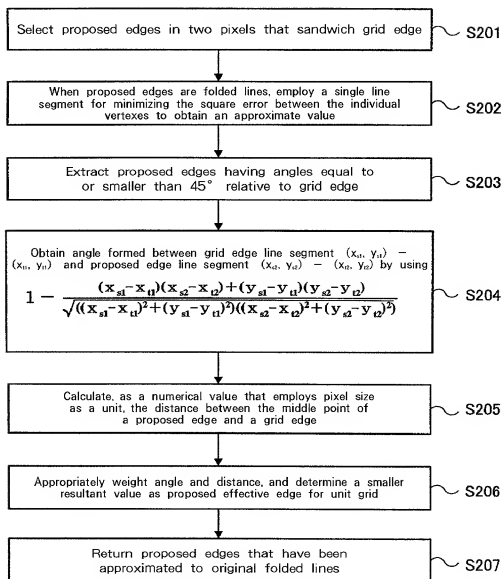


Fig. 11

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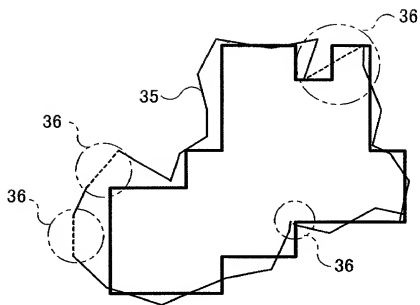


Fig. 12

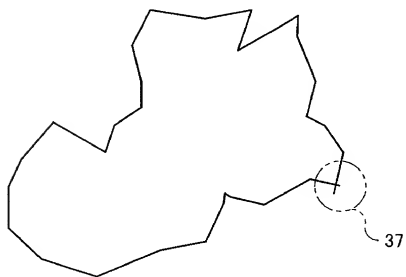


Fig. 13

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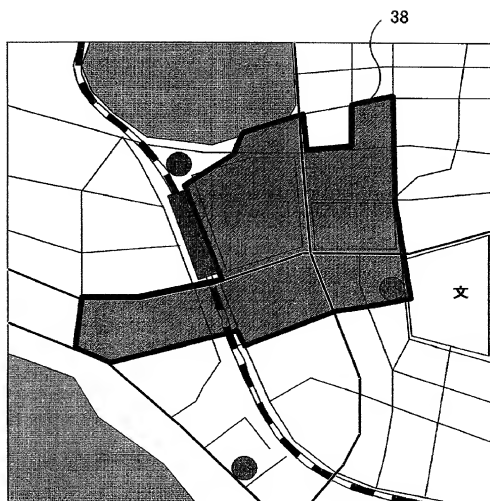


Fig. 14

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